



INTERNATIONAL ASSOCIATION OF FIRE FIGHTERS



2025 MEDIA KIT

THE POWER OF COMMUNITY

AN AUDIENCE ADVERTISERS COVET. **RESULTS YOU’LL LOVE.**

A GROWING, ENGAGED AUDIENCE

With over 350,000 members, the IAFF represents professional fire fighters and emergency medical workers who protect more than 85% of the population across the United States and Canada.

MULTI-PLATFORM REACH

Your message can reach and repeat to audiences on our website, triannual (print + digital reader) magazine, and weekly newsletter.

THE HERO FACTOR

By advertising with the IAFF, you’re saying something about your brand. You’re also supporting those who keep communities safe.






A LARGE, GROWING AUDIENCE

IAFF MEMBERS, ACTIVE AND RETIRED	352,000
IAFF LOCAL AFFILIATES	3,500
MEDIAN AGE OF MEMBERS	38
AVERAGE INCOME AS ACTIVE FIRE FIGHTERS	\$76,500



THE MASSIVE REACH OF @IAFFOFFICIAL

With an established footprint across five primary social media platforms - all with the username @IAFFOfficial - we reach and stay connected with members daily.

	FACEBOOK	261,000
	X (TWITTER)	47,600
	LINKEDIN	32,124
	INSTAGRAM.....	24,500
	YOUTUBE	10,900
	TOTAL REACH	376,124



INCREDIBLE SITE GROWTH

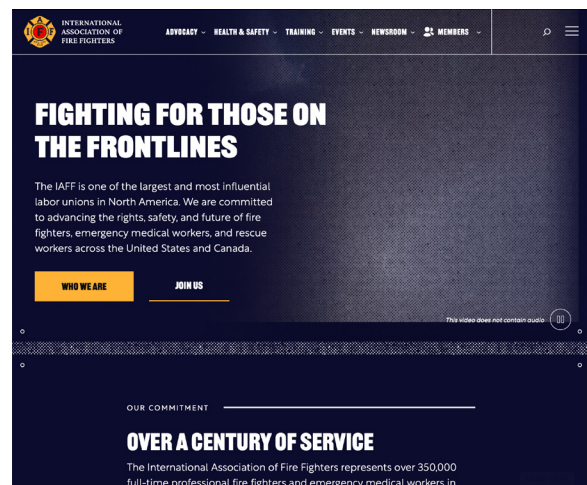
As traditional media disappears and coverage diminishes, the IAFF has remade its communications strategy and today functions more like a traditional newsroom – mixing its popular print magazine with new digital distribution channels.

Our success is most noticeable on the new IAFF.org website, which we relaunched in the first quarter of 2024.

Our most recent 3-month average (Sept. 2024 through Nov. 2024) is now **247,756 sessions per month.**

AVG. MONTHLY USERS

2021.....	52,526
2022	59,038
2023	97,252
2024	196,296



STICKY, VISIBLE, & PRESENT

FIRE FIGHTER INTERNATIONAL MAGAZINE is distributed by digital reader and mailed to over 350,000 members, retirees, and firehouses. It's common for firehouses to keep multiple issues of the magazine in public areas for months, if not years.

Content is promoted regularly on IAFF social channels.

Online versions are available at iaff.org/magazine.

MAGAZINE #1

Mailing Mid-February

Ad Close: Jan. 3

Art Due: Jan. 31

MAGAZINE #2

Mailing Mid-June

Ad Close: Apr. 25

Art Due: May 23

MAGAZINE #3

Mailing Mid-October

Ad Close: Aug. 8

Art Due: Sept. 5



FRONTLINE NEWS BRIEF

FRONTLINE NEWS

BRIEF is a weekly digital newsletter that we distribute every Friday. We recap the most important news for our active members and retirees, and focus on upcoming events.

DISTRIBUTION.....251,241

OPEN RATE58.28%



INTERNATIONAL ASSOCIATION OF FIRE FIGHTERS

Good afternoon. With IAFF members on the frontlines of the tragic California fires, the IAFF Foundation is preparing to deploy resources to support impacted members and families. **In this week's Frontline**, we're also celebrating a historic win as the Social Security Fairness Act, decades in the making, has finally become law, securing the benefits our retirees earned. At ALTS 2025, IAFF members came together in a powerful show of resilience and unity following a terrorist attack in New Orleans, and in New Jersey, Local 3249 fire fighters put their cold-water rescue training to the ultimate test, saving lives the very same day.

Don't miss your chance to weigh in by completing the PPE Survey at the bottom of this email.

2025 CONTRACTED SOCIAL MEDIA RATES

	PER USER	PER POST
FACEBOOK	\$0.099.....	\$2,580
X (TWITTER)	\$0.019.....	\$926
LINKEDIN	\$0.014.....	\$420
INSTAGRAM	\$0.025.....	\$582
YOUTUBE	\$0.046.....	\$490

ACCEPTED SIZES

Facebook, LinkedIn, X, YouTube 1600 x 900
Instagram 1200 x 1200

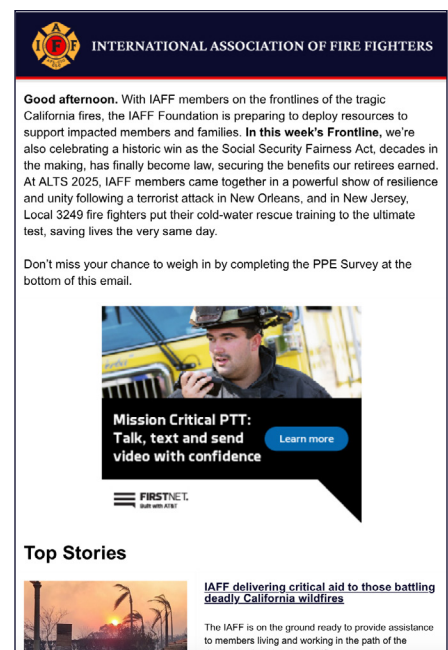
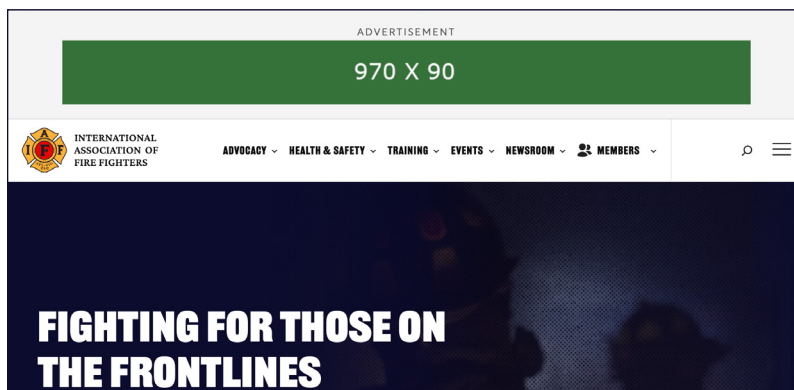


2025 CONTRACTED DIGITAL RATES

	1 MONTH	3 MONTHS	6 MONTHS	12 MONTHS
MOBILE AD (300 X 250) RATES ARE PER MONTH	\$2,500.....	\$2,250.....	\$2,000.....	\$1,750

DESKTOP AD (970 X 90) RATES ARE PER MONTH	\$3,500.....	\$3,000.....	\$2,750.....	\$2,500
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	2 X	6 X	12 X
NEWSLETTER AD (300 X 250) RATES ARE PER NEWSLETTER	\$3,500.....	\$3,250.....	\$3,000



ABOVE: Sample advertisement on Facebook with FFCU as a collaborator.
LEFT: Desktop ad on IAF.org. RIGHT: Ad within Frontline News Brief.

2025 CONTRACTED MAGAZINE RATES

Rates are per issue.

	1 X	2 X (5%)	3 X (10%)
2-PAGE SPREAD	\$18,000	\$17,000	\$16,000
FULL PAGE	\$10,000	\$9,500	\$9,000
HALF PAGE	\$5,000	\$4,750	\$4,500
QUARTER PAGE	\$2,500	\$2,375	\$2,250
STRIP	\$3,500	\$3,000	\$2,500

ACCEPTED SIZES

2-PAGE SPREAD

LIVE AREA
16.5 x 10.875

QUARTER PAGE

LIVE AREA
3.45 x 4.85

FULL PAGE

LIVE AREA
8.25 x 10.875

STRIP

LIVE AREA
1 x 9.875 (vertical)
7.25 x 1.33 (horizontal)

HALF PAGE

LIVE AREA
7.25 x 4.85 (horizontal)
3.45 x 9.875 (vertical)

ACCEPTED FORMATS

JPG, JPEG, PDF, PNG

ART GUIDELINES

Art should be provided at 300 dpi for a high-quality print.

Color format should be CMYK to ensure proper printing. If using RGB, it will be converted to CMYK upon printing. No 4-color black. It is preferable to set CMYK values to C 0% M 0% Y 0% K 100% to avoid a 4-color/rich black color combination.

To ensure readability, fonts should be a minimum of 10 point.

Bleeds and crop marks are acceptable, but not needed.

TOP TO BOTTOM: Full-page, half-page vertical, and half-page horizontal ad in *Fire Fighter International* magazine.



CONTACT THE IAFF

ADVERTISING SALES

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THE INTERNATIONAL ASSOCIATION OF FIRE FIGHTERS, formed in 1918 and headquartered in Washington, D.C., has more than 3,500 affiliates whose members protect and serve communities in every state and province in the United States and Canada.

The IAFF is the driving force behind nearly every advancement in the fire and emergency service industries in the 20th and 21st centuries. The IAFF is a member-driven organization
FOR FIRE FIGHTERS, BY FIRE FIGHTERS.



www.iaff.org • @IAFFOfficial